

ABSTRAK

Penelitian ini bertujuan (1) mengidentifikasi karakteristik konsumen beras organik di Kabupaten Sleman, (2) menganalisis sikap konsumen terhadap atribut beras organik menggunakan model Fishbein, dan (3) menganalisis preferensi konsumen menggunakan analisis konjoin. Survei dilakukan terhadap 70 konsumen beras organik dan dianalisis secara deskriptif, dengan model Fishbein, serta analisis konjoin. Konsumen didominasi perempuan, Generasi Z, karyawan swasta, berpendapatan keluarga Rp5.000.001–Rp7.500.000 per bulan, dengan 1–2 anggota keluarga. Konsumen umumnya membeli 1–10 kg per bulan dalam kemasan 5 kg, pada harga Rp24.000–Rp34.000/kg, varietas Mentik paling banyak dibeli, dengan sumber informasi utama keluarga, teman, dan tetangga. Sikap konsumen terhadap beras organik positif, dengan warna sebagai atribut bersikap tertinggi. Analisis konjoin menunjukkan preferensi pada harga Rp13.000–Rp23.000/kg, warna putih, kemasan vakum, aroma wangi pandan, dan butir dominan utuh. Harga merupakan atribut terpenting, diikuti warna, kemasan, aroma, dan keutuhan butir. Produsen disarankan mempertahankan kualitas atribut prioritas konsumen dengan tetap mempertimbangkan harga kompetitif; penelitian lanjutan disarankan menambah atribut varietas serta membandingkan preferensi antar kelompok atau wilayah..

Kata kunci: beras organik, sikap konsumen, preferensi konsumen, model Fishbein, analisis konjoin

ABSTRACT

This study aimed to (1) identify the characteristics of organic rice consumers in Sleman Regency, (2) analyze consumer attitudes toward organic rice attributes using the Fishbein multi-attribute model, and (3) analyze consumer preferences using conjoint analysis. A survey of 70 organic rice consumers was conducted using descriptive analysis, the Fishbein model, and conjoint analysis. Consumers were predominantly female, Generation Z, private employees, with household incomes of IDR 5,000,001–7,500,000 per month and 1–2 family members. They generally bought 1–10 kg per month in 5 kg packs, at IDR 24,000–34,000/kg, mostly of the Mentik variety, with family, friends, and neighbors as the main information source. The Fishbein analysis showed an overall positive attitude, with color scoring highest. Conjoint analysis showed consumers preferred rice priced at IDR 13,000–23,000/kg, white in color, vacuum-packed, with a pandan aroma and mostly whole grains. Price was the most important attribute, followed by color, packaging, aroma, and grain integrity. Producers are advised to maintain quality on prioritized attributes while keeping prices competitive; future research should add attributes such as variety and compare across consumer groups or locations.

Keywords: organic rice, consumer attitude, consumer preference, Fishbein multi-attribute model, conjoint analysis.